

# Community-Based Grocery Store Coalition

A coalition of community groups, churches and individuals have launched a new and exciting project. This coalition is working to create a community-based grocery store in Detroit. The grocery store will create new jobs, help to redevelop Detroit, and provide a healthy food source for the local community.

Detroiters face many problems due to socio-economic conditions. These problems affect their everyday lives including activities as simple as grocery shopping. Many grocery stores are located far outside of the community; this makes quality food relatively inaccessible to many. Most people are then forced to shop in poorly stocked local markets for food. These markets are often stocked with outdated and unhealthy products, and often times, priced higher than products outside Detroit. City residents statistically have increased health problems and are often at an economic disadvantage to buy affordable health care.

We deserve better. Our objective is to open a number of community-based grocery stores, the first one serving as a pilot. These stores will provide healthy, quality grocery products at a fair price. Quantity, quality, and variety will be chosen with community help. Better product creates a healthier population.

The project, known as M.O.S.E.S. Supermarket Taskforce, will work to ensure that workers are from the neighborhoods where the store is located. The idea is to provide a way for workers and the community to build wealth. Essentially, the money from store profit will be reinvested in the community for redevelopment. Profits will also be used to create similar grocery stores throughout the city of Detroit, thus strengthening other Detroit neighborhoods and benefiting the city as a whole.

To achieve our objectives we need the help and support of the local community organizations. You can assist by allowing us to present our project to your membership, holding meetings or forums on the project, organize a support group or coalition, meet with us on planning, help raise funds, donate funds or resources, contact affiliates who can help, inform the community through leafletting and canvassing, or setting up information tables. You can also help encouraging your local governmental officials to support our project.

**Contact Brad Wilson for more information at [wilsonbrad2002@yahoo.com](mailto:wilsonbrad2002@yahoo.com) or 1-800-321-6406 ex. 8641**

# **Community Grocery Store Coalition**

## **Action Timeline**

**November 20:** Organize a stakeholders meeting with community leaders. Leaders agree to a set of operating principles and calendar for the next 5-6 months for the preliminary organizing of the taskforce. Solicit store locations from stakeholders.

**November:** Complete and distribute Healthy Food Sunday Video to interested institutions.

**November:** Create a sub-committee for management search. (2-3 leaders on sub-committee)

**March 5, 2009:** Agree to supermarket store selection criteria and create a sub-committee to pre-select sites for future meetings and a sub-committee for management search. (2-3 leaders on sub-committee)

**March 2009:** Find new grocery store management

**January-March:** Conduct business plan and market study on top location(s)

**March 2009:** Community meeting to rank store locations

**July 2009:** Once a business plan and market study are completed, the coalition will secure money from banks, churches, community groups and individuals to fund the grocery store. Anyone with input on sources of funding for the store would be greatly appreciated.

### **Ongoing**

**Committees Meet:** Subcommittees will meet over the coming months in order to continue to advance the project. Please contact our coalition if you are interested in joining and contributing to one of these subcommittees.

**Continued Community Outreach:** As this process moves along, it will be important to receive as much input as possible from members of the community. Anyone with ideas on community groups and individuals in the area that we should talk to, please contact us.

# Grocery Store Coalition Work Group Descriptions

<b>Stakeholders:</b>	Identifies individuals and groups with interest in moving the grocery store project forward. Motivates coalition members to be actively involved.
<b>Communication:</b>	Educates the public about the coalition by reaching out through community meetings, press interviews, and door-to-door canvassing.
<b>Resource Development:</b>	Identifies individual and institutional funding sources and works to obtain contributions for the grocery store project.
<b>Food Justice:</b>	Advocates for better food access in the City of Detroit.
<b>Location:</b>	Solicit site locations from the community for the next grocery store. This workgroup won't be meeting for a while.

# Summary of May 28 Group Notes

## Education (all 4 groups)

### Topics

- Nutrition/Health (4)
- Cooking (2)
- Why organic food is better
- Why locally grown food is better
- Fast Food - healthy alternatives, cost and time reduction
- Cost Savings-financial literacy/budgeting

### Methods

- Cooking classes (3)
- Videos on the website (2)
- In store videos
- Seminars (2)
- Cooking demonstrations/celebrity
- Food samples
- Pass out informational materials and recipes
- Rewards for participation*

## Transportation Services (3)

- Partner with Department of Transportation and/or SMART
- Set up a shuttle service, carpool or taxi service
- Provide information re transportation resources

## Additional Store Features (3)

- Bank/credit union (3)
- Pharmacy (2)
- In-house bakery (2)
- Evaluate self-checkout "USCAN" counters (2)
- Security patrol and well lit parking lot (2)
- Childcare
- Recycling
- Dry cleaning
- Movie rental
- Photo shop

## Community outreach (3)

- Community room (2)
- Outreach and accommodation for the elderly and handicapped (2)
- Employee people who live in the community
- Community involvement
- Give back to the community
- Host/sponsor community events
- Have a community information center
- Sponsor youth community service opportunities
- Have a citizens board to address community issues

## Quality customer service (2)

- Employee training
- Require employee drug testing
- Customer appreciation rewards

**Statement of Food Guiding Principles**  
**Seeking Greater Access to Quality, Affordable Food**

We will work as a coalition to ensure that:

1. Access to healthy, affordable food is a human right, regardless of location, income, race or gender and therefore should be a top priority of Detroit public policy.
2. Healthcare advocates seeking long-term solutions to disproportionate rates of obesity, heart disease, and diabetes in low-income communities must include employment and wages as factors in considering access to healthy, affordable food.
3. Healthy communities require a variety of purchasing options, including: farmers' markets, community supported agriculture (CSA), community gardens, urban agriculture, food co-ops and supermarkets. These entities must work together with city and state officials to ensure a balanced range of food sources.
4. Public money and policies are used to ensure that existing and new responsible food retailers can build profitably in Detroit communities and still provide quality food at reasonable prices.
5. Public/private partnerships are considered to finance existing responsible food retailers and the development of new food retailers responsive to community needs.
6. Responsible food retailers produce entry-level and skilled jobs, pay a living wage, provide health benefits, pensions, and the type of financial job security necessary for a community to be economically viable. These jobs create economic stimulus and buying power in low-income communities to ensure food security and good health. An economic stimulus is created by the community-based store.
7. Workers employed by markets that do not meet their economic responsibilities by providing living wage jobs, health benefits, job security, job training and career advancement should be afforded the opportunity to organize and improve their working conditions.
8. A regional approach to food procurement at the private and public levels will encourage lowering the cost of food, create jobs, ensure food safety, support small farmers and reduce carbon emissions, particularly by government and state agencies.
9. The Federal Food Stamp Program will provide needed economic stimulus to Detroit if made accessible to all eligible participants. A unified legislative effort by advocates will maximize our ability to reform the food stamp program to meet the economic, health, and food access needs of Detroiters.
10. Partnerships between supermarkets and health and nutrition advocates are created to ensure that communities benefit from increased food access.
11. Our effort to expand supermarkets, a citywide education program is created to promote the three basic tenets that are the building blocks of all communities: good food, good jobs and good health.
12. Increases in local jobs and the sale of locally produced foods are achieved through partnerships between supermarkets, local food manufacturers, regional farms, urban agriculture, and farmers' markets. Investment in infrastructure like the Eastern Market and wholesale farmers' markets will enhance these partnerships.
13. A coalition of hunger advocates, environmental groups, health organizations, labor, industry representatives, city officials and community members continue to form, both in conjunction with, and separate from existing state and city councils to ensure the long-term viability of these food policy principles.
14. In order to ensure good quality foods, enforcement of current health and safety codes is required within all stores selling food.